



**County of Calhoun**  
Job Description

**Job Title:** Public Relations Assistant

**Grade:** 112

**Department:** 2800 - Library

**Reports To:** Programs and Outreach Librarian (formerly the Youth Services Librarian)

**FLSA Status:** Non-Exempt

**Grade:** 112

**Prepared Date:** 4/13/21

**Approved By:** Kristen Simensen

**Approved Date:** 4/23/2021

**Summary**

The Public Relations Assistant is a part-time, non-leadership level position with routine decision-making authority, who is responsible for all library marketing and public relations activities.

**Position-Specific Responsibilities**

- Collects statistics and submits organized reports to the Programs and Outreach Librarian
- Creates and distributes library system marketing materials, including print and electronic formats
- Develops and implements new strategies for promoting library services and projects
- Maintains awareness of all library services and programs
- Assists with development of special initiatives focused on communication and access to information
- Performs other duties as assigned

**Essential Responsibilities for All Library Positions**

- Serves as a representative of the library while at work and out in the community and may act as a library liaison for various committees and meetings
- Establishes positive and productive relationships internally and externally with people of all ages and backgrounds
- Serves the public in an outgoing, welcoming, and enthusiastic manner
- Monitors and ensures staff and patron compliance with safety protocols and policies
- Operates office equipment, including telephone, computer, copier, and fax
- Adheres to all statutes and policies, including those pertaining to patron confidentiality
- Works with integrity and ethically and upholds organizational values
- Assists with the development and recommendation of library policies
- Communicates with immediate supervisor frequently, including ideas, suggestions, and concerns

- Communicates effectively with team members and members of the public from all backgrounds to ensure a positive customer experience and work environment
- Contributes to the current and future success of the library through planning and communication
- Engages in professional development relating to primary job functions

**Qualifications:**

- Track record of promoting a harmonious and effective workplace environment
- Demonstrated ability to produce quality outputs while working independently
- Demonstrated aptitude for creative problem solving
- Two years of academic training after high school or six months to one year related experience and/or training, or equivalent combination of education and experience
- Proficient with Microsoft Office Suite, G Suite, and basic graphic design programs
- Ability to do basic math
- Strong attention to detail, including ability to create and maintain accurate records and statistics and reports using software such as Excel
- Strong oral and written communication skills
- Successful and timely management of projects and programs
- Position requires the ability to work nights and weekends
- Eligible for and/or maintains a valid SC driver's license
- Prior marketing and public relations experience preferred

**Competencies for Performance Evaluations**

To perform the job successfully, an individual should demonstrate the following competencies:

- Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.
- Design - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.
- Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
- Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- Oral Communication - Must be able to read, write and speak fluently in English. Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

- Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- Enthusiasm, - Displays passion and optimism; Inspires respect and trust; mobilizes others to fulfill organization mission; Provides inspiration to peers and subordinates.
- Change Management - Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.
- Delegation - Delegates work assignments; Matches the responsibility to the person; Gives authority to work independently; Sets expectations and monitors delegated activities; Recognizes staff for results.
- Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.
- Managing People - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes self available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Solicits and applies customer feedback (internal and external); Fosters quality focus in others; Improves processes, products and services; Continually works to improve supervisory skills.
- Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- Business Acumen - Understands service impacts/implications of decisions; Displays orientation to continuous improvement; Demonstrates knowledge of outside library policies, procedures, and best practices; Aligns work with strategic goals.
- Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
- Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; educates others on the value of diversity; promotes a harassment-free environment; builds a diverse workforce.
- Ethics - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
- Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
- Planning/Organizing - Prioritizes and plans work activities; Meets deadlines; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
- Safety and Security - Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.
- Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
- Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
- Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

### **Supervisory Responsibilities**

This job may supervise the work of interns, clerks, or other library assistants if needed.

### **Computer Skills**

Microsoft Office proficient, including use of Excel for statistical reports; appropriate professional software for flyer development; social media multi-platform content generation tools; basic graphic design for flyers/porters; Library Information System/Database

**Applicants for Library positions are considered without regard to race, color, religion, creed, gender, national origin, age, disability, sexual orientation, veteran status, or any other legally protected status.**

**This job description does not constitute an employment agreement between the County and the employee and is subject to change by the County or Library as its needs and requirements of the job change.**